

Application No. 09/723,228

AMENDMENTS TO THE CLAIMS

A detailed listing of all claims that are, or were, in the present application, irrespective of whether the claim(s) remains under examination in the application are presented below. The claims are presented in ascending order and each includes one status identifier. Those claims not cancelled or withdrawn but amended by the current amendment utilize the following notations for amendment: 1. deleted matter is shown by strikethrough for six or more characters and double brackets for five or less characters; and 2. added matter is shown by underlining.

1. (Currently Amended) A method of selling ~~at least one a right of indicating an advertisement on an article~~ associated with ~~a contestant participating in a contest~~ participants through a computer network, wherein the contest is to be broadcast through the computer network, the method comprising:

a ~~broadcasting contests between the participants through the network; and transmitting to a terminal computer of a potential buyer~~ buyers an indicator of advertising effectiveness for each participant the contestant, where the potential buyers are connected to the network via terminals the indicator represents at least one of the following characteristics: achievements, popularity, ability, talent, audience rating, and sales amount of the contestant;

displaying a page for designating a display position and a display size of the advertisement on the article on the terminal computer of the potential buyer;

displaying an image that shows the display position and the display size of the advertisement designated by the potential buyer on the terminal computer;

determining a selling price for the right in accordance with a predetermined mathematical expression using numerical parameters including the designated display position, the designated display size, and the indicator; and

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transmitting the selling price to the terminal computer via the computer network.

2. (Original) The method according to claim 1, wherein a potential buyer transmits a proposed price for the right through the associated terminal.

3. (Original) The method according to claim 2, further comprising:
evaluating amounts proposed by buyers; and
determining a successful buyer based on the highest proposed amount.

4-5. (Canceled)

6. (Currently Amended) The method according to claim [[5]] 1, further comprising transmitting data of a home page for selling the right through the computer network, the selling price being displayed on the home page.

7. (Original) The method according to claim 6, wherein the step of selling the right is an auction, wherein buyers select a contestant, and the buyers transmit desired purchase prices from terminals to a server.

8. (Original) The method according to claim 6, wherein the home page displays a field for selecting the contestant, a field for displaying a display size and a display position of the advertisement, a calculation button for instructing the server to calculate the advertising rate, and a price display field for displaying as result of the calculation.

9. (Canceled)

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10. (Currently Amended) The method according to claim ~~[[9]]~~ 1, wherein ~~the parameter represents at least an audience rating of a contest, and~~ the selling price increases as the audience rating increases.

11. (Currently Amended) The method according to claim ~~[[10]]~~ 1, wherein the game is broadcast through the internet, and the audience rating is determined from the number of accesses to a home page on which the game is broadcast.

12. (Currently Amended) The method according to claim ~~[[5]]~~ 11, further comprising holding the match in a theme park.

13. (Original) The method according to claim 12, wherein the parameter represents at least a sales amount indicating the total sales of goods sold in the theme park associated with the contestant, and the selling price increases as the sales amount increases.

14-15. (Canceled)

16. (Currently Amended) The method according to claim ~~[[15]]~~ 1, wherein the article has a plurality of areas designated for displaying advertisements.

17. (Currently Amended) The method according to claim ~~[[15]]~~ 16, wherein the article includes at least one of clothing worn by the player during the contest, and a flag associated with the contestant.

18. (Currently Amended) The method according to claim ~~[[15]]~~ 17, further comprising:

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receiving a selection from ~~[[a]]~~ the potential buyer of ~~[[an]]~~ the article ~~associated~~
with the contest; and

displaying an image of the selected article ~~associated with the contest~~ on a screen
of ~~[[a]]~~ the terminal computer of the potential buyer; and

~~receiving a selection of a display position and a display size of the advertisement~~
~~on the selected article from the buyer.~~

21. (Canceled)

21. (Currently Amended) The method according to claim ~~[[5]]~~ 1, wherein ~~the numerical~~
~~parameter includes~~ including calculating a ranking coefficient for the contestant, wherein the
selling price increases higher as the ranking coefficient increases.

22. (Currently Amended) The method according to claim ~~[[5]]~~ 1, wherein ~~the parameter~~
~~represents at least achievements of the contestants, and~~ the selling price increases as the
achievements increases.

23. (Currently Amended) The method according to claim ~~[[5]]~~ 1, wherein ~~the parameter~~
~~represents at least popularity of the contestant, and~~ the selling price increases as the popularity
parameter increases.

24. (Currently Amended) The method according to claim ~~[[5]]~~ 1, wherein the contest is a
contest of sumo, kenjutsu, igo, shogi, chess, science, culture or intellect.

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25. (Currently Amended) The method according to claim [[5]] 1, wherein the contestant includes an individual, a team, and a work object.

26. (Currently Amended) The method according to claim [[5]] 1, wherein the numerical parameters further include a broadcasting frequency, a broadcasting time and a zoom ratio of the advertisement.

27. (Currently Amended) The method according to claim [[5]] 1, further comprising distributing profits obtained by selling the right between a contest management company and the player.

28. (Canceled)

29. (Currently Amended) A server computer for selling ~~at least one~~ a right of indicating an advertisement on an article associated with a contestant participating in a contest through a computer network, wherein the server computer is operable to

transmit to a terminal computer of a potential buyer an indicator of advertising effectiveness for the contestant, the indicator representing at least one of the following characteristics: achievements, popularity, ability, talent, audience rating and sales amount of the contestant;

display a page for designating a display position and a display size of the advertisement on the article on the terminal computer of the potential buyer;

display an image that shows the display position and the display size of the advertisement designated by the potential buyer on the terminal computer;

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determine a selling price for the right in accordance with a predetermined mathematical expression using ~~predetermined~~ numerical parameters ~~indicative of advertising effectiveness of the contestant~~ including the designated position, the designated size, and the indicator; and transmit ~~transmitting~~ the selling price to the terminal computer via terminals connected to the computer network.

30. (Currently Amended) The server computer according to claim 29, further operable to ~~executing the steps of:~~

broadcast ~~broadcasting~~ a match in which the contestant participates through the network;

evaluate ~~evaluating~~ desired purchase prices proposed by a plurality of buyers; and

select ~~selecting~~ a buyer that proposed the highest amount.

31. (Canceled)

32. (New) The method according to claim 1, further comprising:

the potential buyer operating the terminal computer to change the display position and the display size of the advertisement, if the potential buyer disagrees the selling price;

re-determining the selling price using the numerical parameters including the changed display position, the changed display size, and the indicator; and

transmitting the re-determined selling price to the terminal computer via the computer network.

33. (New) The method according to claim 32, wherein the step of operating the terminal computer to change the display position and the display size of the advertisement includes

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al moving the image of the advertisement displayed on the terminal computer through manipulation with a mouse device.
